

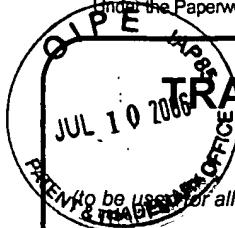
Please type a plus sign (+) inside this box →

Approved for use through 10/31/2002. OMB 0651-0031

U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

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TM 2163



TRANSMITTAL FORM

(This form is to be used for all correspondence after initial filing)

| | | | |
|--|---|------------------------|-----------------|
| | | Application Number | 09/905,036 |
| | | Filing Date | July 12, 2001 |
| | | First Named Inventor | Hull |
| | | Group Art Unit | 2163 |
| | | Examiner Name | Black, L. |
| Total Number of Pages in This Submission | 7 | Attorney Docket Number | 015358-006000US |

ENCLOSURES (check all that apply)

| | | |
|--|--|---|
| <input checked="" type="checkbox"/> Fee Transmittal Form (orig. + 1 cc.) <input type="checkbox"/> Fee Attached <input type="checkbox"/> Amendment / Response <input type="checkbox"/> After Final <input type="checkbox"/> Affidavits/declaration(s) <input type="checkbox"/> Extension of Time Request <input type="checkbox"/> Express Abandonment Request <input checked="" type="checkbox"/> Information Disclosure Statement with SB08A and SB08B <input type="checkbox"/> Certified Copy of Priority Document(s) <input type="checkbox"/> Response to Missing Parts/ Incomplete Application <input type="checkbox"/> Response to Missing Parts under 37 CFR 1.52 or 1.53 | <input type="checkbox"/> Assignment Papers <i>(for an Application)</i> <input type="checkbox"/> Drawing(s) <input type="checkbox"/> Licensing-related Papers <input type="checkbox"/> Petition Routing Slip (PTO/SB/69) and Accompanying Petition <input type="checkbox"/> Petition to Convert to a Provisional Application <input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund <input type="checkbox"/> CD, Number of CD(s) | <input type="checkbox"/> After Allowance Communication to Group <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input type="checkbox"/> Appeal Communication to Group <i>(Appeal Notice, Brief, Reply Brief)</i> <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input checked="" type="checkbox"/> Other Enclosure(s) <i>(please identify below):</i> 1. Return Receipt Postcard 2. One (1) reference |
| | | Remarks The Commissioner is authorized to charge any additional fees to Deposit Account 20-1430. Total number of pages <u>does not include cited references</u> . |

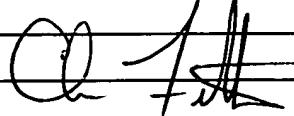
SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

| | | |
|--------------------------|---|--|
| Firm and Individual name | Townsend and Townsend and Crew LLP George B. F. Yee | |
| Signature |  | |
| Date | July 7, 2006 | |

CERTIFICATE OF MAILING

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July 7, 2006

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| Typed or printed name | Christopher R. Fitting |  |
| Signature | | Date |
| | | July 7, 2006 |

Burden Hour Statement: This form is estimated to take 0.2 hours to complete. Time will vary depending upon the needs of the individual case. Any comments on the amount of time you are required to complete this form should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, Washington, DC 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Assistant Commissioner for Patents, Washington, DC 20231.

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Effective 01/12/2004.
Fees pursuant to the Consolidated Appropriations Act, 2005 (H.R. 4818).

FEES TRANSMITTAL For FY 2005

Applicant claims small entity status. See 37 CFR 1.27

TOTAL AMOUNT OF PAYMENT (\$180.00)

| <i>Complete if Known</i> | |
|--------------------------|-----------------|
| Application Number | 09/905,036 |
| Filing Date | July 12, 2001 |
| First Named Inventor | Hull |
| Examiner Name | Black, L. |
| Art Unit | 2163 |
| Attorney Docket No. | 015358-006000US |

METHOD OF PAYMENT (check all that apply)

Check Credit Card Money Order None Other (please identify): _____
 Deposit Account Deposit Account Number: 20-1430 Deposit Account Name: Townsend and Townsend and Crew LLP

For the above-identified deposit account, the Director is hereby authorized to: (check all that apply)

Charge fee(s) indicated below Charge fee(s) indicated below, except for the filing fee
 Charge any additional fee(s) or underpayments of fee(s) under 37 CFR 1.16 and 1.17 Credit any overpayments

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FEE CALCULATION

1. BASIC FILING, SEARCH, AND EXAMINATION FEES

| <u>Application Type</u> | <u>FILING FEES</u> | | <u>SEARCH FEES</u> | | <u>EXAMINATION FEES</u> | | |
|-------------------------|---------------------|-----------------|---------------------|-----------------|-------------------------|-----------------|-----------------------|
| | <u>Small Entity</u> | <u>Fee (\$)</u> | <u>Small Entity</u> | <u>Fee (\$)</u> | <u>Small Entity</u> | <u>Fee (\$)</u> | <u>Fees Paid (\$)</u> |
| Utility | 300 | 150 | 500 | 250 | 200 | 100 | _____ |
| Design | 200 | 100 | 100 | 50 | 130 | 65 | _____ |
| Plant | 200 | 100 | 300 | 150 | 160 | 80 | _____ |
| Reissue | 300 | 150 | 500 | 250 | 600 | 300 | _____ |
| Provisional | 200 | 100 | 0 | 0 | 0 | 0 | _____ |

2. EXCESS CLAIM FEES

Fee Description

Each claim over 20 or, for Reissues, each claim over 20 and more than in the original patent

Small Entity

Fee (\$) Fee (\$)

50 25

Each independent claim over 3 or, for Reissues, each independent claim more than in the original patent

200 100

Multiple dependent claims

360 180

| <u>Total Claims</u> | <u>Extra Claims</u> | <u>Fee (\$)</u> | <u>Fee Paid (\$)</u> | <u>Multiple Dependent Claims</u> | <u>Fee (\$)</u> | <u>Fee Paid (\$)</u> |
|---------------------|---------------------|-----------------|----------------------|----------------------------------|-----------------|----------------------|
| -20 or HP = | x | \$ | = \$0 | | | |

HP = highest number of total claims paid for, if greater than 20

| <u>Indep. Claims</u> | <u>Extra Claims</u> | <u>Fee (\$)</u> | <u>Fee Paid (\$)</u> | <u>Multiple Dependent Claims</u> | <u>Fee (\$)</u> | <u>Fee Paid (\$)</u> |
|----------------------|---------------------|-----------------|----------------------|----------------------------------|-----------------|----------------------|
| -3 or HP = | x | \$ | = \$0 | | | |

HP = highest number of independent claims paid for, if greater than 3

3. APPLICATION SIZE FEE

If the specification and drawings exceed 100 sheets of paper, the application size fee due is \$250 (\$125 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(s).

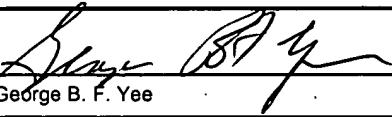
| <u>Total Sheets</u> | <u>Extra Sheets</u> | <u>Number of each additional 50 or fraction thereof</u> | <u>Fee (\$)</u> | <u>Fee Paid (\$)</u> |
|---------------------|---------------------|---|-----------------|----------------------|
| - 100 = | / 50 = | (round up to a whole number) x | = | |

4. OTHER FEE(S)

Non-English Specification, \$130 fee (no small entity discount)

Other: Information Disclosure Statement (after office action) 180.00

SUBMITTED BY

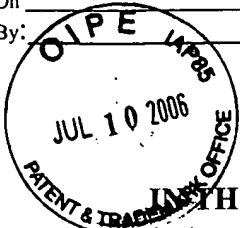
| | | | |
|-------------------|---|---|--------------------------|
| Signature |  | Registration No. (Attorney/Agent) 37,478 | Telephone (650) 326-2400 |
| Name (Print/Type) | George B. F. Yee | | Date July 7, 2006 |

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to:

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On

By:



PATENT
Attorney Docket No.: 15358-006000US
Client Reference No.: ID-RSV-229

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

JONATHAN J. HULL et al.

Application No.: 09/905,036

Filed: July 12, 2001

For: TECHNIQUES FOR TARGETING
INFORMATION TO USERS

Examiner: Linh Black

Art Unit: 2163

SUPPLEMENTAL INFORMATION
DISCLOSURE STATEMENT UNDER 37
CFR §1.97 and §1.98

Mail Stop: Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

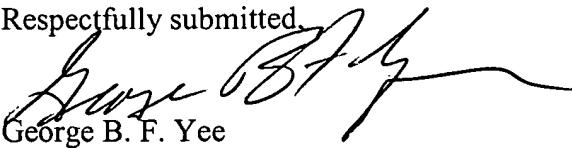
The references cited on the attached PTO/SB/08A and PTO/SB/08B forms are being called to the attention of the Examiner. A copy of reference AE is enclosed. It is respectfully requested that the cited references be expressly considered during the prosecution of this application, and the references be made of record therein and appear among the "references cited" on any patent to issue therefrom.

As provided for by 37 CFR 1.97(g) and (h), no representation is being made that a search has been conducted or that this statement encompasses all the possible relevant information, and no inference should be made that the information and references cited are, or are considered to be material to patentability because they are in this statement. No inference

should be made that the information and references cited are prior art merely because they are in this statement.

This IDS is being filed before the mailing date of the Final Office Action or Notice of Allowance. Please charge the IDS fee of \$180 to Deposit Account No. 20-1430. Please deduct any additional fees from, or credit any overpayment to, the above-noted Deposit Account.

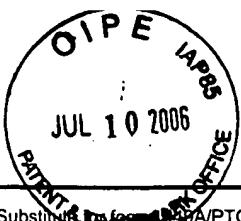
Respectfully submitted,



George B. F. Yee
Reg. No. 37,478

TOWNSEND and TOWNSEND and CREW LLP
Two Embarcadero Center, Eighth Floor
San Francisco, California 94111-3834
Tel: 650-326-2400
Fax: 650-326-2422
GBFY:crf

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| | | | | |
|--|---|--------------------------|-------------------|------------------------|
| Substitution for Form PTO-8A/PTO | | <i>Complete if Known</i> | | |
| INFORMATION DISCLOSURE STATEMENT BY APPLICANT <i>(use as many sheets as necessary)</i> | | Application Number | 09/905,036 | |
| | | Filing Date | July 12, 2001 | |
| | | First Named Inventor | Hull, Jonathan J. | |
| | | Art Unit | 2163 | |
| | | Examiner Name | Linh Black | |
| Sheet | 1 | of | 2 | Attorney Docket Number |
| 015358-006000US | | | | |

| U.S. PATENT DOCUMENTS+ | | | | | |
|------------------------|--------------------------|--|--------------------------------|--|---|
| | | Document Number | Publication Date MM-DD-YYYY | Name of Patentee or Applicant of Cited Document | Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear |
| Examiner Initials* | Cite No. ¹ | Number Kind Code ² (if known) | | | |
| AA | US-6,516,321 | | 02-04-2003 | De La Huerga | |
| AB | US-6,507,837 | | 01-14-2003 | De La Huerga | |
| AC | US-6,434,567 | | 08-13-2002 | De La Huerga | |
| AD | US-5,903,889 | | 05-11-1999 | De La Huerga et al. | |
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| Examiner Signature | | Date Considered | |
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|--|---|----|---|---------------------------------|-------------------|
| Substitute for form 1449B/PTO | | | | <i>Complete if Known</i> | |
| INFORMATION DISCLOSURE STATEMENT BY APPLICANT | | | | <i>Application Number</i> | 09/905,036 |
| | | | | <i>Filing Date</i> | July 12, 2001 |
| | | | | <i>First Named Inventor</i> | Hull, Jonathan J. |
| | | | | <i>Art Unit</i> | 2163 |
| | | | | <i>Examiner Name</i> | Linh Black |
| (use as many sheets as necessary) | | | | <i>Attorney Docket Number</i> | 015358-006000US |
| Sheet | 2 | of | 2 | | |

| | | | |
|-----------------------|--|--------------------|--|
| Examiner Signature | | Date Considered | |
|-----------------------|--|--------------------|--|

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Applicant's unique citation designation number (optional): **Applicant is to place a check mark here if English language Translation is attached.**